

## **Abstract**

- Title:** Public opinion research of visitors of the Olympic Park Sochi - Letna 2014
- Goal:** To evaluate the importance of the Olympic Park Sochi - Letna 2014 based on public opinion of visitors. To propose conceptual improvements for the following Olympic parks during the Summer and the Winter Olympic Games.
- Methods:** Quantitative questionnaire was used as the main method to determine public opinion. Qualitative in-depth interview with representatives of sports institutions and analysis of documents from internal resources served as a secondary analysis.
- Results:** The Olympic Park Sochi – Letna 2014 was visited mainly by sport active people from Prague and Central Bohemia. Most of them were satisfied with the concept of the park and they would visit this kind of park in the next years, for which they would recommend bigger capacity and fitting refreshments. People came to the park to play sports and to try lesser known sports. They think that the concept of Olympic park would help to motivate public to practise sports.
- Key words:** Public opinion, sport and population, Olympic Park Sochi - Letna 2014, Winter Olympic Games